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Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

NOV 19 1993

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

In the Matter of )  
 )  
Amendment of Section 76.51 )  
of the Commission's Rules )  
to Include Marion, Indiana )  
in the Indianapolis-Bloomington, )  
Indiana Television Market )

MM Docket No. 93-260

To: Chief, Mass Media Bureau

CONSOLIDATED REPLY COMMENTS OF MARION T.V., INC.

Marion T.V., Inc., licensee of Station WMCC-TV, Marion, Indiana ("WMCC"), hereby submits this consolidated reply to comments filed in the above-captioned proceeding by licensees of two VHF stations, River City License Partnership (WTTV, Bloomington, Indiana) ("WTTV"), and VideoIndiana, Inc. (WTHR-TV), Indianapolis, Indiana) ("WTHR") (jointly, the "Commenters"). Commenters oppose the addition of Marion to the Indianapolis-Bloomington hyphenated television market. None of the UHF stations in the Indianapolis ADI, with which WMCC primarily competes, and no cable operator in the ADI, has objected to the proposal.

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ARGUMENT

The "underlying competitive purpose of the market hyphenation rule [is] to delineate areas where stations can and do both actually and logically compete." Notice of Proposed Rulemaking, In Re amendment to Include Newton, New Jersey and Riverhead, New York in the New York, et al. Television Market, MM Docket No. 93-290, DA93-1349 (Rel. November 16, 1993).

WMCC has provided clear evidence that it competes with all of the other stations in the Indianapolis/Bloomington television market, and that it alone within the market is unfairly disadvantaged by exclusion from the market.<sup>1</sup> None of the following basic facts set forth in WMCC's Petition for Rulemaking in this proceeding ("Petition") has been challenged by Commenters:

° WMCC's Grade B coverage of the ADI is comparable to that of the other UHF stations in the market; it is superior to that of the Bloomington UHF stations, WCLJ and WIIB<sup>2</sup>;

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<sup>1</sup> The sole exception is WTTK in Kokomo, which does not place a Grade B contour over either Indianapolis or Bloomington, and which operates as a satellite of WTTV, Indianapolis.

<sup>2</sup> This was demonstrated in WMCC's Petition by an Engineering Statement which analyzed the Grade B coverage of all of the market UHF stations.

- ° WMCC provides Grade A coverage over Indianapolis and Grade B coverage over Indianapolis' home county, Marion County;

- ° Three Indianapolis commercial stations place a Grade B contour over Marion and the remaining two place Grade B contours within five miles of Marion -- the two stations that do not cover Marion with a Grade B contour (WHMB and WXIN) also do not cover Bloomington with a Grade B contour -- yet Bloomington stations enjoy hyphenated market status;

- ° Both Nielsen & Arbitron recognize that WMCC competes with Indianapolis and Bloomington television stations.

Despite the fact that they do not dispute these basic facts, Commenters raise a number of questions about the proposal to amend Section 76.51 as proposed:<sup>3</sup>

1. Viewership. Commenters assert that "WMCC-TV does not have viewership in Indianapolis or Bloomington sufficient to demonstrate commonality with the hyphenated market" (WTTV Comments at 5.).

As a preliminary matter, the Commission has never held that viewing level is a prerequisite in designating hyphenated communities in a market. This is presumably

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<sup>3</sup> The very fact that Commenters have opposed this proposal suggests a recognition on their part that WMCC is in fact competitive with them for viewers and programming.

due to the fact that the presence or absence of designation is itself a factor that affects a station's viewership.<sup>4</sup>

In any event, WMCC is significantly viewed in Indianapolis' home county, Marion County (not to be confused with they City of Marion, located in Grant County). (1993 Cable & Station Coverage Atlas (Warren Publishing, Inc.) at 63).<sup>5</sup> WMCC's viewership in the immediate Indianapolis/Bloomington area market is demonstrably superior to that of at least two stations in the market which presently benefit from hyphenated community status -- WCLJ and WIIB (Bloomington), neither of which is significantly viewed in either Indianapolis, Marion County or in their own home county, Monroe. Id.

The fact that WMCC is significantly viewed in Indianapolis and throughout Marion County but not in Bloomington, is comparable to the viewership situation

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<sup>4</sup> For example, the total geographic area in which a station in a non-designated market community may secure syndicated exclusivity rights is more restricted than is that of stations licensed to hyphenated communities in the same market. The result is that duplicative programming aired by the station licensed to a non-designated community in turn makes it less popular than stations with the ability to ensure that their program line-up is not duplicative in a greater portion of the ADI.

<sup>5</sup> WMCC also attains good viewership at least very near to, if not in, Bloomington. The northern edge of Bloomington's home county, Monroe County, is only six miles from Johnson County, in which WMCC is also significantly viewed. Id.

of WHMB, Indianapolis, which likewise is significantly viewed in Indianapolis but not in Bloomington (id.) -- yet WHMB benefits from hyphenated community status, while WMCC does not.

WMCC's viewership throughout the ADI is comparable to that of the Bloomington and Indianapolis UHF stations. WMCC is significantly viewed in 16 counties within its ADI, equal to or more than every other UHF station in the market save one. (Id. at 62-64).<sup>6</sup> WMCC garnered a three-share in the July 1993 Nielsen market survey for the Indianapolis DMA. This is superior to the performance of both WHMB, Indianapolis, and WCLJ and WIIB, Bloomington. (See Attachment 1 hereto.) Among in-market stations, WMCC garnered a four-share, again superior to the share of one Indianapolis and two Bloomington stations. (Id.)

Notably, WMCC's share remains the same (and superior to that of three other market stations) in the eight core market counties comprising the Indianapolis "Metropolitan Statistical Area", as defined by the U.S. Census Bureau. (See Attachments 1 and 2 hereto.)

WMCC has a 46 percent "cume"<sup>7</sup> in the DMA, higher

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<sup>6</sup> Only WXIN, Channel 59, Indianapolis, is significantly viewed in a greater number of counties. Id.

<sup>7</sup> The terms "share" and "cume" are defined at Attachment 3 hereto.

than that for WIIB and WCLJ, Bloomington, and WHMB, Indianapolis. (See Attachment 4 hereto.)<sup>8</sup>

WMCC's viewership both in Indianapolis and throughout the market is superior to that of three Bloomington/Indianapolis stations. There is no basis for treating WMCC differently from its Bloomington and Indianapolis competitors on the basis of viewership.

2. Distance. Commenters state that Marion is too far from Indianapolis and Bloomington to be included in the Indianapolis/Bloomington market. The city boundaries of Marion and Indianapolis are separated by 42 miles, those of Marion and Bloomington by 100 miles. (See Engineering Statement included at Attachment 5 hereto.)<sup>9</sup>

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<sup>8</sup> All of these figures include cable as well as non-cable homes. The figures are accordingly skewed against WMCC, since Indianapolis and Bloomington stations enjoy greater cable carriage rights within the ADI than does WMCC. For example, by virtue of the fact that Bloomington is a "hyphenated community" within the market, all of the Bloomington stations are automatically entitled to be carried free of charge on cable systems within both the Bloomington and Indianapolis specified zones, regardless of their viewing level in either community. Because Marion is not a hyphenated community, on the other hand, WMCC is automatically entitled to free carriage in the specified zone of only one community -- Marion.

<sup>9</sup> Measuring from "designated reference points", Marion is 60 miles from Indianapolis, and 106 miles from Bloomington. Id. By either measure, the distances are far less than the 72 and 120 mile figures claimed by WTHR in its Comments.

Commenters' sole authority for their claim of impermissible distance is Television Muscle Shoals, 48 RR2d 1191 (1981), erroneously cited for the proposition that "75 miles [is] too great a distance to support redesignation". Television Muscle Shoals stands for nothing of the kind. The decision there not to include Florence in the Huntsville-Decatur, Alabama market was premised on several extremely compelling factors, not one of which is present here.<sup>10</sup>

Numerous markets around the country include communities spaced at distances greater than 75 miles.<sup>11</sup> Marion is a comparable distance to Indianapolis and Bloomington as are designated communities to each other within other hyphenated markets; Commenters have offered no justification for denial of the proposal on this ground.

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<sup>10</sup> These included the facts that the Florence station's Grade B contour covered neither Huntsville nor Decatur; grant of the request would have resulted in duplicative carriage of a second NBC affiliate by local cable systems; and grant would have imposed additional mandatory carriage obligations under the then-current must-carry rules with respect to cable systems which opposed the request.

<sup>11</sup> For example: Anderson, South Carolina is 90 miles from Asheville, North Carolina; Lincoln, Nebraska is 120 miles from Kearney, Nebraska; Melbourne, Florida (added to the market after the Television Muscle Shoals decision was issued) is nearly 90 miles from Daytona Beach, Florida.

3. Grade B Coverage. Commenters argue that the proposal should be denied because WMCC does not place a Grade B signal over Bloomington. The failure of Commenters to advance any authority for the proposition that each hyphenated community of a market must provide Grade B coverage over every other hyphenated community of the market might be explained by the fact that two of the stations within WTHR's own community of license (WHMB and WXIN, Indianapolis) fail to provide Grade B coverage over Bloomington.

Similar configurations exist in markets around the country.<sup>12</sup> Indeed, when the Commission adopted its initial list of hyphenated markets, it specifically recognized that "portions of the market are occasionally located beyond the Grade B contours of some market station[s] (sic)". Cable Television Report and Order, 36 FCC2d 143, 176 (1972).<sup>13</sup>

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<sup>12</sup> Market No. 25: KCMY, Sacramento--Grade B does not cover Modesto; Market No. 37: WZZM, Grand Rapids -- Grade B does not cover Kalamazoo or Battle Creek; Market No. 46: WGGS, Greenville -- Grade B does not cover Asheville; Market No. 55: WBSF, Melbourne -- Grade B does not cover Daytona Beach; Market No. 64: WCIA, Champaign -- Grade B does not cover Springfield. 1993 Television and Cable Factbook (Warren Publishing, Inc.)

<sup>13</sup> WTTV misleadingly claims that only seven of 14 stations in the Indianapolis ADI place a Grade B signal over Marion. These figures include noncommercial UHF stations licensed to Bloomington, Indianapolis, South Bend and Muncie. Not only are noncommercial stations irrelevant in hyphenated market designations, but none [Footnote continued on next page]



In short, Grade B coverage over Bloomington is not a prerequisite to grant of this proposal. Given the absence of reciprocal Grade B coverage over Bloomington by existing Indianapolis stations, insistence upon blanket Grade B coverage by WMCC would simply perpetuate the existing inequalities in the market.

4. Alternatives. Without analysis, Commenters suggest that Marion should be included in the Fort Wayne market. WMCC is unaware of, and Commenters have not pointed to, any instances in which a station assigned to one ADI has been designated a community of a hyphenated television market assigned to a different ADI. WMCC does not provide Grade B coverage over Fort Wayne, and none of the four Fort Wayne commercial television stations places a Grade B signal over Marion. There is no basis for inclusion of Marion in the Fort Wayne television market.

5. Public Interest/Private Need. Commenters question whether the record demonstrates that a grant of the proposal in this proceeding would be in WMCC's and the public's interest.

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[Footnote continued from previous page]  
of the noncommercial stations referred to provides coverage over both Bloomington and Indianapolis (and at least one provides Grade B coverage over neither), despite the fact that both communities benefit from designated market status.

In its Petition WMCC clearly described the disadvantages to which improper exclusion from the market subjects it. These are in any event self-evident. As noted previously herein, each of WMCC's competitors in the market, by virtue of the fact that their respective communities of license are hyphenated communities in Section 76.51 of the Rules, is automatically entitled to carriage free of charge on cable systems within the specified zone of two communities (Indianapolis and Bloomington), as well as in any other communities in which they happen to be significantly viewed. WMCC enjoys such an automatic entitlement only with respect to cable systems within an area one-half as large, the specified zone of one community -- Marion.<sup>14</sup>

WMCC also is entitled to demand exclusivity rights within a smaller area (the specified zone of one community, Marion) than is each of its competitors, which can secure exclusivity rights within the specified zones of two communities (Bloomington and Indianapolis), a protected exclusivity area twice as large as that to which WMCC is entitled.

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<sup>14</sup> While WMCC is presently entitled to cable carriage free of charge on cable systems in Indianapolis by virtue of its significantly viewed status there, this is a status that WMCC had to earn through effort and investment -- and one that could theoretically be lost in the future.

Disparate and disadvantageous treatment of a market station vis a vis its competitors is manifestly not in the public interest. The inequitable situation in the Indianapolis market has direct consequences for viewers in the market. For example, presently WMCC cannot, under the non-network territorial exclusivity rule, even attempt to secure exclusive rights to programming that syndicators choose also to sell to stations in Indianapolis, despite the fact that WMCC provides Grade A service to, and is significantly viewed in, Indianapolis. If Marion were a designated community in the Indianapolis market, WMCC would have the right to negotiate with syndicators to ensure that Indianapolis stations not air programming duplicated on WMCC, with the result that Indianapolis viewers would be assured of a wider selection of unduplicated programming.

The detriment both to WMCC and to the public through inequitable treatment within the marketplace are self-evident and amply supported by the record.

6. Carriage Rights. Finally, Commenters claim that redesignation "could afford the station mandatory carriage rights well beyond its Grade B contour, on cable systems far distant and in cable communities where WMCC is not significantly viewed." (WTTV Comments at 6.)

However, mandatory carriage rights are not determined on the basis of Grade B coverage and significant viewing. Congress has already determined that WMCC is entitled to mandatory carriage on cable systems throughout the ADI.<sup>15</sup> WMCC is not seeking to acquire new mandatory carriage rights -- it is seeking parity under FCC rules so that it may give effect to its existing rights on a level playing field with its competitors.<sup>16</sup>

Similarly, there is no basis, as suggested by Commenters, for the Commission to hold the Petition in abeyance until conclusion of a pending proceeding by the U.S. Copyright Office relative to the copyright effect of amendments to Section 76.51. The Commission is required to ensure that 76.51 accurately reflects the competitive situation of all television stations within a given market. The question of what copyright treatment the Copyright Office might choose in the future to afford to 76.51 amendments is irrelevant to whether those amendments should properly be made in the

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<sup>15</sup> It bears repeating that not a single cable system within the ADI has objected to grant of the proposal.

<sup>16</sup> Commenters' suggestion that WMCC is somehow less deserving of cable carriage throughout its ADI than other stations in the market is particularly unpersuasive in light of the fact that WMCC provides coverage of its ADI, and attains viewership levels there, comparable to or better than those of the majority of the other UHF stations in the ADI.

first instance, under accepted standards of federal communications law and policy.

CONCLUSION

WHEREFORE, for the reasons set forth in WMCC's Petition and herein, WMCC respectfully requests that Section 76.51 of the Commission's rules be amended to add Marion to the Indianapolis-Bloomington hyphenated market.

Respectfully submitted,

MARION T.V., Inc.

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Date: November 19, 1993

**ATTACHMENT 1**

INDIANAPOLIS, IN

DAYPART SUMMARY		METRO HH		DAYPART		DMA HOUSEHOLD		DMA RATINGS																																PERCENT DISTRIBUTION			TV HH RATINGS IN ADJACENT DMA'S						
		TIME(ETZ)		STATION		SHARE TREND		PERSONS												WOMEN												MEN						TNS CHILD		ADJACENT DMA									
		R T G		R T G		R T G		R T G												R T G												R T G						R T G		R T G									
		1	2	7	8	9	10	11	12	13	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51		
<<	2	4	WCLJ	I	<<	1	3	2	3	3	2									1																													
<<	2	4	WFYI	I	<<	1	3	2	3	3	2									1																													
<<	2	4	WHMB	I	<<	1	3	2	3	3	2									1																													
8	20	3	WISH	C	8	19	29	20	21	18	17	4	2	3	3	3	3	4	6	5	7	6	2	4	4	5	4	4	4	4	2	2	2	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	
1	3	3	WMCC	I	1	3	4	3	3	3	3								1																														
7	18	3	WRTV	A	7	17	25	17	18	18	15	4	2	2	3	3	3	5	4	7	5	2	3	4	4	4	4	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
<<	5	12	WTHR	I	<<	5	12	17	15	13	14	3	2	2	2	2	3	3	3	3	4	3	3	2	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
<<	4	10	WTTV+	I	<<	4	11	16	10	12	11	10	3	2	2	2	2	2	2	2	2	2	2	2	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
<<	5	13	WXIN	IF	<<	4	9	14	11	10	10	9	2	3	3	3	3	2	2	2	2	2	2	2	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
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<<	5	12	WTHR	I	<<	5	12	17	15	13	14	3	2	2	2	2	2	3	3	4	3	3	2	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
<<	4	10	WTTV+	I	<<	4	11	16	10	12	11	10	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
<<	5	13	WXIN	IF	<<	4	9	14	11	10	10	9	2	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
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# MARKET DATA

INDIANAPOLIS, IN  
DMA RANK # 26

JULY 8 - AUGUST 4, 1993

TABLE 1 - UNIVERSE ESTIMATES - JAN. 1993

AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	TV HOUSEHOLDS BY COUNTY SIZE †			
			A	B	C	D
METRO	494,300	488,360				
DMA	908,500	895,790	488,360	221,080	186,350	
%		100	55	25	21	
NSI	1,174,600	1,157,150	488,360	374,770	294,020	
%		100	42	32	25	

TOTAL HOUSEHOLDS are estimated by Market Statistics (MS), used by special permission of that organization. They are the base against which television ownership percentages have been applied. TELEVISION OWNERSHIP PERCENTS are Nielsen estimates based on combining historical projections from the 1960 and 1970 Censuses with estimates from the NSI telephone interviews from a number of all market measurement periods.

HOUSEHOLDS ARE OCCUPIED HOUSING UNITS. The household universe estimates shown in Table 1 are estimates of year-round households, i.e., housing units occupied year round. Seasonal housing units which are occupied only during certain seasons of the year are not included in the Household Universe Estimates. Thus, the number of households during the survey period may differ from the estimate in Table 1.

† See NSI Reference Supplement for definition of county size. LT Less than 1%.

TABLE 2 - PENETRATION ESTIMATES

AREA	PERCENT OF TV HOUSEHOLDS				
	BLACK %	HISPANIC %	MULTI-SET %	CABLE TV %	VCR %
METRO	13	1		62	
DMA	8	1	71	61	80

Multi-set estimates are based on the metered sample. Multi-set, Cable TV and VCR estimates are based on the latest available data. Black and Hispanic estimates are as of January 1, 1993. See NSI Reference Supplement for detail.

TABLE 3 - SAMPLE SIZES: HOUSEHOLDS

AREA	METER SAMPLE IN-TAB AVG.	DIARY SAMPLE(1)					
		INITIALLY DESIGNATED HOUSEHOLDS			IN-TAB DIARY HOUSEHOLDS		
		LISTED	UNLISTED	TOTAL	LISTED	UNLISTED	TOTAL
METRO	197 (EST'D)	745	360	1105	340	91	431
DMA(INCL.METRO)	370 (2)	1402	596	1998	662	166	828
NON-DMA	—	1000	366	1366	480	126	606(3)
NSI(INCL. DMA)	370	2402	962	3364	1142	292	1434

(1) The Non-DMA (Diary) sample is combined with the DMA meter sample for compiling Station Total households; the entire diary sample is used for Audience Composition data.

(2) Yields an approximate equivalent simple random sample size of 722.

(3) \* (3) NSI Area Station Total households herein are based on these in-tab samples and yield an approximate equivalent simple random sample size of 983.

Equivalent simple random sample size is a term sometimes used for the statistical equivalent of the sample size for computing sampling errors or statistical tolerances.

For sample selection procedures in Total Telephone Frame markets, see NSI Reference Supplement.

TABLE 4 - TELEVISION STATIONS

CITY OF ORIGIN	STATION	CHANNEL	AFFILIATION
BLOOMINGTON	WCLJ (L)	42	I
INDIANAPOLIS	*WFYI	20	P
INDIANAPOLIS	WHMB	40	I
MUNCIE	WIPB	48	P
INDIANAPOLIS	WISH	8	C
MARION	*WMCC	23	I
INDIANAPOLIS	*WRTV	8	A
INDIANAPOLIS	WTVB (L)	69	I
INDIANAPOLIS	*WTHR	13	N
BLOOMINGTON	*WTIU (L)	30	P
BLOOMINGTON	*WTTV	4	T
KOKOMO	*WTTK	29	SATELLITE OF WTTV
INDIANAPOLIS	*WXIN	59	I-F
CHICAGO	*WGN (D)	9	I
ATLANTA	*WTBS (D)	17	T
CABLE	AEN (D)		
CABLE	CNN (D)		
CABLE	OSC (D)		
CABLE	FAM (D)		
CABLE	LIF (D)		
CABLE	MTV (D)		
CABLE	NTK (D)		
CABLE	TNT (D)		
CABLE	USA (D)		

(L) THIS LOCAL STATION IS REPORTABLE IN THE DAYPART SECTION ONLY  
(D) THIS OUTSIDE STATION IS REPORTABLE IN THE DAYPART SECTION ONLY

IN ADDITION TO THE REPORTABLE STATIONS SHOWN ABOVE, THE FOLLOWING STATIONS ORIGINATE IN OR ARE ASSIGNED FOR REPORTING PURPOSES TO THIS MARKET BUT DID NOT MEET THE MINIMUM REPORTING STANDARDS (SEE REPORTING STANDARDS, INSIDE BACK COVER)

BLOOMINGTON WLIB 63 I

TABLE 5 - TV HOUSEHOLDS AND IN-TAB DIARY HOUSEHOLDS BY SAMPLING AREA

ADJ DMA CNTY	COUNTY & STATE	MRS TERRITORY	EST. TV HHLS JAN. 1993	CABLE TV HHLS % JULY 1993	IN-TAB DIARY HHLS
	VERMILION	IL WC	33,110	74	C 60
	D BARTHOLOMEW	IN EC	24,300	65	C 25
	D BENTON	IN EC	3,470	47	D 1
	D BLACKFORD	IN EC	5,270	73	D 4
	MD BOONE	IN EC	14,370	46	B 12
	D BROWN	IN EC	5,480	28	D 3
	D CARROLL	IN EC	7,110	50	D 6
	D CASS	IN EC	14,580	62	D 12
#3	D CLAY	IN EC	9,260	49	C 29
	D CLINTON	IN EC	11,660	57	D 17
	D DECATUR	IN EC	8,440	41	D 7
	D DELAWARE	IN EC	44,440	68	C 37
	D FAYETTE	IN EC	9,770	62	D 6
	D FOUNTAIN	IN EC	6,710	46	D 6
	D GRANT	IN EC	27,130	65	C 32
#3	D GREENE	IN EC	11,930	36	D 20
	MD HAMILTON	IN EC	42,080	73	B 30
	MD HANCOCK	IN EC	16,460	58	B 16
	MD HENDRICKS	IN EC	26,700	57	B 30
	D HENRY	IN EC	18,110	59	D 17
	D HOWARD	IN EC	30,820	77	C 37
#1	D JACKSON	IN EC	14,000	54	D 17
	D JAY	IN EC	7,870	45	D 12
#1	D JEFFERSON	IN EC	10,930	50	D 4
	D JENNINGS	IN EC	8,340	46	D 4
MD	D JOHNSON	IN EC	32,540	48	B 33
#3	D KNOX	IN EC	14,900	70	D 31
	D LAWRENCE	IN EC	16,140	56	D 18
	D MADISON	IN EC	49,170	65	C 53
	MD MARION	IN EC	322,060	66	B 278
	D MIAMI	IN EC	13,160	65	D 12
	D MONROE	IN EC	39,240	58	C 32
	D MONTGOMERY	IN EC	13,080	62	D 15
MD	D MORGAN	IN EC	19,400	40	B 15
#1	D ORANGE	IN EC	6,750	46	D 8
	D OWEN	IN EC	6,750	31	D 6
#3	D PARKE	IN EC	5,720	53	D 7
	D PUTNAM	IN EC	9,880	36	D 10
	D RANDOLPH	IN EC	10,100	48	D 13
	D RIPLEY	IN EC	8,840	34	D 9
	D RUSH	IN EC	6,310	41	D 6
#1	D SCOTT	IN EC	7,690	41	D 9
MD	D SHELBY	IN EC	14,750	47	B 17
#2	D TIPPECANOE	IN EC	45,770	80	C 225
	D TIPTON	IN EC	5,930	46	C 5
#3	D VERMILION	IN EC	6,530	68	D 15
	D VIGO	IN EC	38,620	76	C 94
	D WABASH	IN EC	12,510	52	D 21
	D WARREN	IN EC	2,960	28	D 3
	D WAYNE	IN EC	26,930	62	C 34
	D WHITE	IN EC	9,020	74	D 10

METRO TOTAL 488,360 62 431  
DMA TOTAL 895,790 61 828  
NSI AREA TOTAL 1,157,150 62 1,434  
#1 = LOUISVILLE  
#2 = LAFAYETTE, IN  
#3 = TERRE HAUTE

NOTE: VIEWING IN ADJACENT DMA'S IS NOT LIMITED TO NSI AREA COUNTIES IN TABLE 5. THE ABOVE LIST OF COUNTIES DOES NOT NECESSARILY REPRESENT ENTIRE AREA FOR WHICH VIEWING OCCURS TO STATIONS IN THIS MARKET. SEE INSIDE BACK COVER FOR FURTHER STATION TOTAL AREA DESCRIPTION.

Initially, approximately 51% of the predesignated Indianapolis DMA basic meter sample households are recruited and installed. For a typical report period, approximately 39% of the installed meter sample are predesignated households.

\* = NSI Client I = Independent Station I-F = Independent-Fox Network Affiliate  
I-S = Independent-Subscription TV Station T = Turner Broadcasting System  
P = Educational and Public Broadcasting Service Stations P-C = Public Broadcasting-Commercial  
Network affiliation as shown herein is based on information supplied by the networks for use in Nielsen Television Index (NTI). For additional details, see the NSI Reference Supplement.

Audience estimates are computed separately for each week. Reported multi-week averages are the average of the appropriate individual week audience estimates. Some of the above counties may have been combined for projecting individual week audience estimates. Viewing among the households in the in-tab sample for all counties that are combined are projected to the Total TV Households for the combined counties. These county groupings are available upon request.

M = Metro County; D = Designated Market Area County (for definition see Section II)

\*\* The DMA meter sample currently approximates 404 television households in which meter equipment is installed; 404 households (including households replaced during the survey period) provided records meeting Nielsen accuracy standards during one or more days of this survey interval, including 370 households on the average individual day.

† See NSI Reference Supplement for explanation of MRS Territory and County Size.



**ATTACHMENT 2**

A map of Indiana showing its 92 counties. Major cities are marked with dots and labeled: Lafayette, Terre Haute, Bloomington, Indianapolis, and Louisville. The map also shows the borders of neighboring states: Illinois (IL) to the west, Kentucky (KY) to the south, and Ohio (OH) to the east. The Great Lakes are visible to the northwest. The map is oriented with North at the top.

### MAP LEGEND



City Location

State Line



CONSOLIDATED  
METRO AREA

## INDIANAPOLIS



## LOCAL DMA

## INDIANAPOLIS

See Table 5 for NSI Area County List


**Metro Area:** the Metro Area is the Metropolitan Statistical Area (MSA) as defined by the Office of Management and Budget brought to county line basis to include counties that have 50% or more of their population in the Metro Area. In the absence of an established Metro Area, or where in Nielsen's judgment a Metro Area may not represent the TV market(s) served by a group of TV stations, a group of counties may be substituted to serve this purpose. Such a group is referred to as a *sub-Metro Area*.

(Continued on Inside Back Cover)

## SECTION A.I.A.

### AREAS MEASURED AND REPORTED

NSI reports data on various areas in each of the more than 200 television markets in the U.S. Depending on the type of VIP reporting, as described in Section C.I.D., the areas measured and reported are as follows:

- 
1. **METRO AREA:** The Metro Area is the Metropolitan Statistical Area (MSA) or the Primary Metropolitan Statistical Area (PMSA) as defined by the Office of Management and Budget brought to county line basis to include counties having over 50% of their population in the Metro Area. A Metro Area may consist of a combination of two or more PMSA's in cases where there are two or more metropolitan areas being served jointly by TV stations originating in the TV market; e.g., Dallas-Ft. Worth. In the absence of an established Metro Area, or where, in Nielsen's judgment, a Metro Area may not represent the TV market(s) served by a group of TV stations, a group of counties may be substituted to serve this purpose. Such an area is titled Central Area and is so delineated on the market map. Counties comprising the Central Area will include home county of the originating TV station(s) for the market plus other neighboring counties which are, in general, considered a part of the population nucleus that is served by the TV station(s) originating in the TV market. For text purposes, the terms Metro and Central are interchangeable.
  2. **NSI AREA:** Comprises the Metro Area and/or DMA (if any) and additional counties targeted typically to include, per Nielsen estimates, approximately 95% of the average quarter-hour U.S. audiences to stations reportable and assigned as local to the NSI market. In general, NSI Area assessments are made each Spring, based on the prior year's information. Based on these assessments, NSI Areas are either verified or modified for subsequent measurements. In this manner, NSI is able to reflect audience changes which may have resulted from changes in antenna, channel, power, programming and the like.

In a few cases due to unusual geographic or signal constraints (Cable, etc.), an NSI Area may be targeted below 95%. In those cases where a market falls significantly below 95%, a special notation will appear in the VIP citing the specific NSI Area percentage. Markets falling only marginally below 95% will simply have their NSI Area percentages reduced to the appropriate level. It is important to remember even though an NSI Area may be targeted below 95%, the intent is to include all viewing to the station, including viewing from outside the NSI Area.

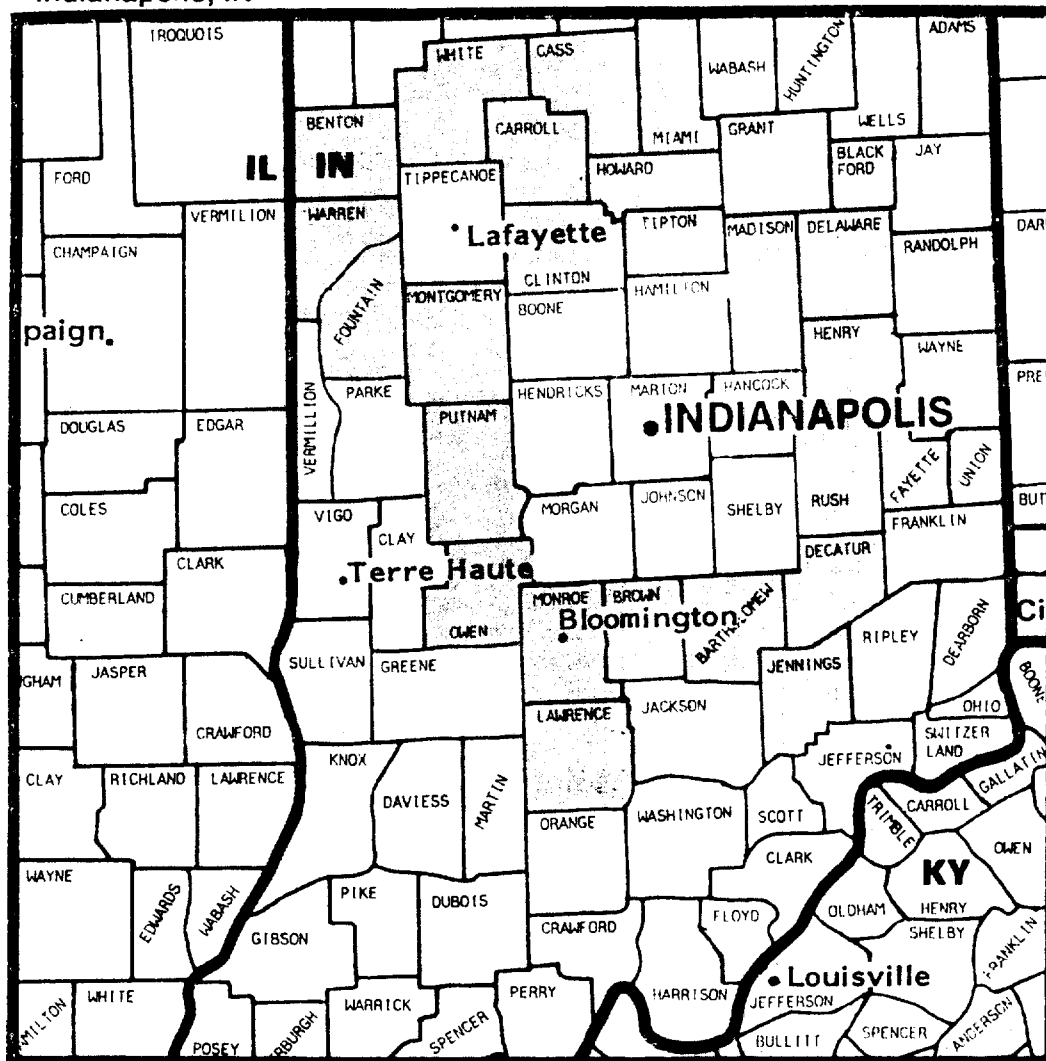
3. **STATION TOTAL AREA:** Station total audiences are based on viewing data obtained from counties, both within and outside a station's NSI Area. Although the counties specified for a market's NSI Area typically account for virtually 95% or more of the average quarter-hour audience to a station, viewing outside the NSI Area is also added to each station's total audience. To accommodate the needs of the marketplace and maintain a competitive delivery schedule, Station Totals (as defined in this paragraph and other NSI materials) for superstations may be based on a different geography. However, a Special Report reflecting a superstation's complete Station Totals may be produced for the affected station/market.

During the three all-market measurement (sync) periods, plus the July all-DMA measurement period, areas beyond a station's NSI Area are searched for viewing to that station and those audiences are included as part of the station's total audiences. The outer search areas always include those counties from which a station was viewed in prior measurement periods, whether the viewing was done from an over-the-air signal, terrestrial cable or satellite cable. Following each of the all-market measurement periods, total viewing to all U.S. stations is examined to determine additional outer search areas required to report a station's total audience. In rare instances it may be necessary to schedule production of a market's VIP at a later time in the production sequence in order to include all audience to one or more stations in that market. In the event such delay in production scheduling is impractical, especially for Superstation station total audiences whose wide distribution of audience may not be included in total, a special notation is placed on page 1 or page 3 to that effect in the market's VIP.

During non-sync intervals, audience beyond an NSI Area is added directly to a station's total audience when counties are measured concurrently. Audience from non-measured counties beyond the NSI Area is ratio-estimated based on viewing from the previous November, February or May measurement (whichever is most recent) and viewing in the counties included in the current measurement. Ratios are computed by Daypart and are applied to a station's quarter-hour audience within a daypart; e.g., if during a sync interval

**ATTACHMENT 3**

## Indianapolis, IN



## MARKET TYPE

DMA TV Ratings Estimate

## MAP LEGEND

● City Location

— State Line

CONSOLIDATE  
METRO AREA

INDIANAPOLIS

LOCAL DMA

INDIANAPOLIS

See Table 5 for NSI Area County Li

## THE NSI® TECHNIQUE

### INTRODUCTION

NSI techniques and procedures used in compiling the audience estimates in this Viewers in Profile™ (VIP®) are described in the current edition of the NSI Reference Supplement. The user should refer to the Supplement for information regarding the sample plan, data reported, examples of standard error calculations, as well as for additional detail on other related topics including those treated briefly below.

The use of mathematical terms to express the audience estimates herein should not be regarded as a representation by Nielsen that they are exact to the precise mathematical values stated.

### THIS NSI ANALYSIS PROVIDES THE FOLLOWING AUDIENCE ESTIMATES:

#### WEEKLY CUMULATIVE AUDIENCES (Net Reach) — By Daypart

- **DMA Households:** the total number of different TV households reached one or more quarter-hours for the average week and for the 4 weeks of the current measurement period. Cumulative audience percentages for households are based on Meter records only.
- **Station Total Households:** Weekly cumulative audience reported in thousands of households is for the average week of the latest all-market measurement period (Nov., Feb., or May) as well as July.

#### AVERAGE QUARTER-HOUR AUDIENCES — By Daypart and/or By Quarter-Hour or Half Hour

- **HUT (Households-Using-Television):** television households in the Metro/DMA Area with a TV set turned on as a percentage of Metro/DMA Area TV households.
- **PUT (Persons-Using-Television):** persons in television households in the DMA that are viewing any station as a percentage of persons in DMA television households.
- **Metro/DMA Area Rating:** television households in the Metro/DMA Area tuned to a specific station as a percent of the Metro/DMA Area TV households. DMA ratings are also shown for selected persons categories.
- **Metro/DMA Area Share:** television households in the Metro/DMA Area tuned to a specific station as a percent of the Metro/DMA Area TV households with a set turned on.
- **DMA In-Market Share:** an estimate of the DMA household 4-week share of viewing received by a local commercial station in comparison to the other local commercial stations in the market. This estimate is only reported in the Daypart Section.
- **Trend Guide Data:** DMA HUT and Shares are provided for the a) Daypart and b) Time Period Sections where data are based on the same Daypart/Time Period for the indicated measurement periods (see column headings) and b) Program Audience Averages Section where data are recomputed based on the "normal" program time period in the current "PUT" for the indicated measurement periods (see column headings).
- Users are reminded that Trend Guide data are subject to variations due to several factors, such as sampling error and seasonal variations in television viewing. These factors, as well

other considerations outlined in Section IV of this VIP should be recognized in using or comparing data from several measurement periods.

- **Station Total Audience:** total U.S. TV households reached.
- **Percent Distribution of Station Total Households:** When Station Total Households are reportable in the Home market they are also shown distributed on a percentage basis below the Home Metro area, the Home DMA and up to three selected adjacent DMA's. Where applicable, ratings are also shown for the adjacent DMA's. These data are reported for all days during all-DMA measurement cycles only.
- **Audience Composition:** in numbers of persons viewing and their distribution by demographic categories shown — reported in terms of DMA Ratings and/or Projected TV Persons reached.
- **Time Period Section:** Audience estimates are shown (a) as 4-week averages for the period shown on the cover (exclusions due to special events or other unusual circumstances, if any, are listed on Page 3), and (b) as program time period estimates excluding preemptions, if any. Such "pure" program audience estimates are reported for local stations only.
- **Adjacent Quarter-Hour (½ hour) Averages:** The average of data for the current quarter-hour and the previous quarter-hour, reported for each time period break. Shown are DMA household ratings plus Station Totals for households and selected demographic categories.
- **DMA Weekly Ratings:** DMA Household audiences reported for each week of the measurement on a program average time period basis.
- **Program Audience Average Section:** A retabulation of the program audiences (excluding preemptions where applicable). For a description of the rules and procedures for average audience data for this section, see the NSI Reference Supplement.
- **Persons Share Section:** Persons in the DMA tuned to a specific station as a percent of DMA Persons-Using-Television (PUT) for this survey interval and three prior intervals.
- **TV Households and Persons Trend Section:** Households Using Television (HUT) and Persons Using Television (PUT) are trended for all-DMA measurement periods for this period and four prior years. Rating and Share data are summarized for local commercial stations.

To avoid the implication that the reported averages represent normal operating conditions at times, a section on "Operating Notes" is included showing dates and times of unusual reporting conditions as reported by the stations.

### II AREAS MEASURED

**Metro Area:** the Metro Area is the Metropolitan Statistical Area (MSA) as defined by the Dept. of Management and Budget brought to county line basis to include counties having over 50% of their population in the Metro Area. In the absence of an established Metro Area, or when in Nielsen's judgment a Metro Area may not represent the TV market, a group of counties in Nielsen's judgment a Metro Area may not represent the TV market, a group of counties may be substituted to serve this purpose. Such an area is the (Continued on inside Back Cover)

**ATTACHMENT 4**

# NSI AVERAGE WEEK ESTIMATES

INDIANAPOLIS, IN

DAYPART SUMMARY

## AVERAGE WEEKLY CUME

DMA HH	JUL 93 STAT TOTAL HH (000)	DAYPART TIME STATION
AVG WK	4 WK	
52	53	54
3	8	30
37	53	362
17	34	155
12	19	118
84	94	818
44	63	408
87	98	852
3	8	23
83	94	810
5	8	61
75	91	841
68	81	661
27	45	
34	49	
20	33	
21	36	
25	37	
22	37	
22	38	
19	34	
24	38	
24	43	
33	49	
97	99	

SUN.-SAT.  
9:00A-  
MID.

WCLJ  
WFYI  
WHMB  
WTPB  
WISH  
WMCC  
WRTV  
WTBU  
WTHR  
WTIU  
WTTV+  
WXIN  
WGN  
WTBS  
AEN  
CNN  
DSC  
FAM  
LIF  
MTV  
NIK  
TNT  
USA

H/P/T.\*

7:00A-  
1:00A

WCLJ  
WFYI  
WHMB  
WTPB  
WISH  
WMCC  
WRTV  
WTBU  
WTHR  
WTIU  
WTTV+  
WXIN  
WGN  
WTBS  
AEN  
CNN  
DSC  
FAM  
LIF  
MTV  
NIK  
TNT  
USA

H/P/T.\*

6:00A-  
6:00A

WCLJ  
WFYI  
WHMB  
WTPB  
WISH  
WMCC  
WRTV  
WTBU  
WTHR  
WTIU  
WTTV+  
WXIN  
WGN  
WTBS  
AEN  
CNN  
DSC  
FAM  
LIF  
MTV  
NIK  
TNT  
USA

H/P/T.\*

## STATION TOTALS (000)

HH	PERSONS			WOMEN									MEN					TEENS		CHILD	
	2 +	18 +	12-24	18 +	12-24	18-34	18-49	25-49	25-54	50 +	W K G	18 +	18-34	18-49	25-49	25-54	12-17	GIRLS	2-11	6-11	
58	59	60	61	65	66	67	68	69	70	72	73	74	75	76	78	79	81	82	83	84	
1																					
10	10	7	1	5		1	2	2	2	2	1	3		1	1	1			3	1	
2	1	1																			
2	1	1																			
73	93	83	9	53	6	12	25	21	24	28	16	30	8	14	12	14	4	2	6	4	
11	10	9	1	5	1	1	2	2	2	3	1	4	1	1	1	1	1	1	1	1	
64	87	76	9	47	8	11	22	19	23	25	17	28	6	12	10	13	4	2	7	5	
<<																					
44	61	53	10	32	6	8	17	14	16	15	11	21	7	12	10	11	5	3	3	2	
1	1	1																			
45	68	44	13	25	7	9	16	13	15	10	8	19	6	12	10	11	8	4	16	11	
35	52	38	15	22	9	11	18	13	14	4	11	16	8	13	10	11	7	4	6	4	
289 383 311 59 190 35 53 103 84 97 88 66 121 35 67 56 64 29 16 43 27																					
1																					
9	9	6	1	4		1	2	2	2	2	1	2		1	1	1			3	1	
2	1	1																			
2	1	1																			
66	83	74	8	47	5	11	22	20	22	25	14	27	6	13	11	13	4	2	5	3	
10	9	8	1	4	1	1	2	2	2	3	1	3	1	1	1	1	1	1	1	1	
59	78	67	8	42	5	9	20	17	20	22	15	25	5	11	9	12	4	2	6	4	
<<																					
42	57	50	9	30	6	8	16	13	16	14	11	19	6	11	9	11	4	3	3	2	
1	1	1																			
41	62	38	12	22	6	8	14	12	13	8	7	16	5	11	9	10	8	4	16	11	
32	46	33	13	19	8	9	16	11	12	3	10	14	7	11	9	10	6	4	7	4	
266 346 278 53 171 31 47 82 76 87 78 60 108 31 60 50 57 27 15 41 26																					
DATA NOT AVAILABLE																					

DATA NOT AVAILABLE

For explanation of symbols, see page 3.

# MARKET DATA

INDIANAPOLIS, IN  
DMA RANK # 26

JULY 8 - AUGUST 4, 1993

TABLE 1 - UNIVERSE ESTIMATES - JAN. 1993

AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	TV HOUSEHOLDS BY COUNTY SIZE †			
			A	B	C	D
METRO	494,300	488,360				
DMA	908,500	895,790	488,360	221,080	186,350	
NSI	1,174,600	1,157,150	488,360	374,770	294,020	

TOTAL HOUSEHOLDS are estimated by Market Statistics (MS), used by special permission of that organization. They are the base against which television ownership percentages have been applied. TELEVISION OWNERSHIP PERCENTS are Nielsen estimates based on combining historical projections from the 1960 and 1970 Censuses with estimates from the NSI telephone interviews from a number of all market measurement periods.

HOUSEHOLDS ARE OCCUPIED HOUSING UNITS. The household universe estimates shown in Table 1 are estimates of year-round households, i.e., housing units occupied year round. Seasonal housing units which are occupied only during certain seasons of the year are not included in the Household Universe Estimates. Thus, the number of households during the survey period may differ from the estimate in Table 1.

† See NSI Reference Supplement for definition of county size. LT Less than 1%.

TABLE 2 - PENETRATION ESTIMATES

AREA	PERCENT OF TV HOUSEHOLDS				
	BLACK %	HISPANIC %	MULTI-SET %	CABLE TV %	VCR %
METRO	13	1		52	
DMA	8	1	71	61	80

Multi-set estimates are based on the metered sample. Multi-set, Cable TV and VCR estimates are based on the latest available data. Black and Hispanic estimates are as of January 1, 1993. See NSI Reference Supplement for detail.

TABLE 3 - SAMPLE SIZES: HOUSEHOLDS

AREA	METER SAMPLE IN-TAB AVG.	DIARY SAMPLE(1)					
		INITIALLY DESIGNATED HOUSEHOLDS			IN-TAB DIARY HOUSEHOLDS		
		LISTED	UNLISTED	TOTAL	LISTED	UNLISTED	TOTAL
METRO	197 (EST'D)	745	360	1105	340	91	431
DMA(INCL. METRO)	370 (2)	1402	596	1998	662	166	828
NON-DMA	---	1000	366	1366	480	126	606(3)
NSI(INCL. DMA)	370	2402	962	3364	1142	292	1434

(1) The Non-DMA (Diary) sample is combined with the DMA meter sample for compiling Station Total households; the entire diary sample is used for Audience Composition data.

(2) Yields an approximate equivalent simple random sample size of 722.

(3) + (3) NSI Area Station Total households herein are based on these in-tab samples and yield an approximate equivalent simple random sample size of 983.

Equivalent simple random sample size is a term sometimes used for the statistical equivalent of the sample size for computing sampling errors or statistical tolerances.

For sample selection procedures in Total Telephone Frame markets, see NSI Reference Supplement.

TABLE 4 - TELEVISION STATIONS

CITY OF ORIGIN	STATION	CHANNEL	AFFILIATION
BLOOMINGTON	WCLJ (L)	42	I
INDIANAPOLIS	WFYI	20	P
INDIANAPOLIS	WHMB	40	I
MUNCIE	WTPB	49	P
INDIANAPOLIS	WISH	8	C
MARION	WHCC	23	A
INDIANAPOLIS	WRTV	8	I
INDIANAPOLIS	WTBU (L)	69	A
INDIANAPOLIS	WTMR	13	N
BLOOMINGTON	WTIU (L)	30	P
BLOOMINGTON	WTTV*	4	P
KOKOMO	WTTK	29	SATELLITE OF WTTV
INDIANAPOLIS	WXIN	59	I-F
CHICAGO	WGN	9	I
ATLANTA	WTBS (D)	17	I
CABLE	AEN (D)		
CABLE	CNN (D)		
CABLE	OSC (D)		
CABLE	FAM (D)		
CABLE	LIF (D)		
CABLE	MTV (D)		
CABLE	NIK (D)		
CABLE	TNT (D)		
CABLE	USA (D)		

(L) THIS LOCAL STATION IS REPORTABLE IN THE DAYPART SECTION ONLY  
(D) THIS OUTSIDE STATION IS REPORTABLE IN THE DAYPART SECTION ONLY

IN ADDITION TO THE REPORTABLE STATIONS SHOWN ABOVE, THE FOLLOWING STATIONS ORIGINATE IN OR ARE ASSIGNED FOR REPORTING PURPOSES TO THIS MARKET BUT DID NOT MEET THE MINIMUM REPORTING STANDARDS (SEE REPORTING STANDARDS, INSIDE BACK COVER)

BLOOMINGTON WITB 63 I

TABLE 5 - TV HOUSEHOLDS AND IN-TAB DIARY HOUSEHOLDS BY SAMPLING AREA

ADJ DMA CNTY	COUNTY & STATE	MRS TERRITORY	EST. TV HHLS JULY 1993	CABLE TV HHLS % JULY 1993	CNTY SIZE	IN-TAB DIARY HHLS
#3	VERMILION	IL WC	33,110	74	C	60
	D BARTHOLOMEW	IN EC	24,300	65	C	25
	D BENTON	IN EC	3,470	47	D	1
	D BLACKFORD	IN EC	5,270	73	D	4
	MD BOONE	IN EC	14,370	48	B	12
	D BROWN	IN EC	5,490	28	D	3
	D CARROLL	IN EC	7,110	50	D	6
	D CASS	IN EC	14,580	62	D	12
	D CLAY	IN EC	9,260	49	C	29
	D CLINTON	IN EC	11,660	57	D	17
#3	D DECATUR	IN EC	8,440	41	D	7
	D DELAWARE	IN EC	44,440	58	C	37
	D FAYETTE	IN EC	9,770	62	D	6
	D FOUNTAIN	IN EC	6,710	48	D	6
	D GRANT	IN EC	27,130	65	C	32
	D GREENE	IN EC	11,930	36	D	20
	MD HAMILTON	IN EC	42,080	73	B	30
	MD HANCOCK	IN EC	16,460	58	B	16
	MD HENDRICKS	IN EC	26,700	57	B	30
	D HENRY	IN EC	18,110	59	D	17
#1	D HOWARD	IN EC	30,920	77	C	37
	D JACKSON	IN EC	14,000	54	D	17
	D JAY	IN EC	7,870	45	D	15
	D JEFFERSON	IN EC	10,930	50	D	12
	D JENNINGS	IN EC	8,340	46	D	4
	MD JOHNSON	IN EC	32,540	48	B	33
	D KNOX	IN EC	14,900	70	D	31
	D LAWRENCE	IN EC	16,140	36	D	18
	D MADISON	IN EC	49,120	66	C	53
	MD MARION	IN EC	322,060	68	B	278
#1	D MIAMI	IN EC	13,160	65	D	12
	D MONROE	IN EC	39,240	58	C	32
	D MONTGOMERY	IN EC	13,080	62	D	15
	MD MORGAN	IN EC	19,400	40	B	15
	D ORANGE	IN EC	6,750	48	D	8
	D OWEN	IN EC	6,750	31	D	6
	D PARKE	IN EC	5,720	53	D	7
	D PUTNAM	IN EC	9,880	36	D	10
	D RANDOLPH	IN EC	10,100	48	D	13
	D RIPLEY	IN EC	8,340	34	D	9
#3	D RUSH	IN EC	6,310	41	D	6
	D SCOTT	IN EC	7,690	41	D	9
	MD SHELBY	IN EC	14,750	47	B	17
	D TIPPECANOE	IN EC	45,770	80	C	225
	D TIPTON	IN EC	5,930	46	C	5
	D VERMILION	IN EC	6,530	68	D	15
	D VIGO	IN EC	38,620	76	C	94
	D WABASH	IN EC	12,510	52	D	21
	D WARREN	IN EC	2,960	28	D	3
	D WAYNE	IN EC	26,930	62	C	34
#3	D WHITE	IN EC	9,020	74	D	10
METRO TOTAL			488,360	62		431
DMA TOTAL			895,790	51		823
NSI AREA TOTAL			1,157,150	62		1,434
#1 = LOUISVILLE						
#3 = LAFAYETTE, IN						

NOTE: VIEWING IN ADJACENT DMA'S IS NOT LIMITED TO NSI AREA COUNTIES IN TABLE 5. THE ABOVE LIST OF COUNTIES DOES NOT NECESSARILY REPRESENT ENTIRE AREA FOR WHICH VIEWING OCCURS TO STATIONS IN THIS MARKET. SEE INSIDE BACK COVER FOR FURTHER STATION TOTAL AREA DESCRIPTION.

Initially, approximately 51% of the predesignated Indianapolis DMA basic meter sample households are recruited and installed. For a typical report period, approximately 39% of the installed meter sample are predesignated households.

\* = NSI Client I = Independent Station I-F = Independent-Fox Network Affiliate  
I-S = Independent-Subscription TV Station T = Turner Broadcasting System  
P = Educational and Public Broadcasting Service Stations P-C = Public Broadcasting-Commercial  
Network affiliation as shown herein is based on information supplied by the networks for use in Nielsen Television Index (NTI). For additional details, see the NSI Reference Supplement.

Audience estimates are computed separately for each week. Reported multi-week averages are the average of the appropriate individual week audience estimates. Some of the above counties may have been combined for projecting individual week audience estimates. Viewing among the counties in the in-tab sample for all counties that are combined are projected to the Total TV Households for the combined counties. These county groupings are available upon request.  
\*\* The DMA meter sample currently approximates 404 television households in which meter sample is installed. 404 households (including households replaced during the survey period) are in the records meeting Nielsen accuracy standards during one or more days of this survey period, including 370 households on the average individual day.

\* See NSI Reference Supplement for explanation of MRS Territory and County Size



**ATTACHMENT 5**